BJ's WHOLESALE CLUB

TO GENERAL MANAGERS

DEPT ALL CLUBS except 4,6,14, 28,31,35,37,49,51,54,77,78, 79,84,91,93,301,302,303, 311,312,313,314

ROUTE NO.

FROM D. INDELICATO

DEPT FOOD MERCHANDISING

DATE 10/14/97

SUBJECT CIGARETTE PROMOTION

Due to the tremendous success of our last cigarette promotion, we have once again been given a promotional opportunity to offer our members $2.00 Off per carton on all Marlboro and Winston brands. This promotion will exclude all Business Members who purchase cigarettes for resale.

Listed below, please find additional information pertaining to this promotion.

PROMOTION: $2.00 off per carton on all Marlboro and Winston styles.

DATING: Monday, November 17th thru Thursday, January 22, 1998.

PARTICIPANTS: All members, except members who purchase cigarettes for resale.

LIMITS: There will be a five carton limit per purchase.

LIMIT NOTATION: PLEASE ADHERE TO THIS LIMIT TO ENSURE THAT WE WILL CONTINUE TO RECEIVE PROMOTIONAL OPPORTUNITIES. CLUBS NOT FOLLOWING THIS GUIDELINE PUT THE CHAIN AT RISK OF PROMOTIONAL DISQUALIFICATION.

PRICING: Promotional pricing will automatically download in the system.

SIGNAGE: Please post a sign to read:

"Two dollars off per carton on Marlboro and Winston brands. Per both RJ Reynolds and Philip Morris, members who purchase cigarettes for resale are excluded from this promotion. There is a five carton limit on this promotional product."

If you have any questions or concerns, please call me at ext. 7442.

cc: Bass, Canty, Frieswick, Graham, Jasinski, Porter, Regional Buyers, Regional Managers, Riccio, Rubey, Sen, Wedge, Williams, Zone VP's

51850 6225

Source: https://www.industrydocuments.ucsf.edu/docs/qhby0000